

THE
“WHY AND HOW”

of the

“PHOSPHATIC EGG”

versus the

COMMON EGG

HEN-E-TA BONE CO.
NEWARK, N. J.



(ONE OF C. A. HOUCK'S FIVE LAYING HOUSES.)

ORCHARD RIDGE POULTRY FARM

HOME OF AMERICA'S BEST S. C. WHITE LEGHORNS AND R. C. RHODE ISLAND REDS

CLARENCE A. HOUCK, PROPRIETOR

THE HEN-E-TA BONE CO.,
NEWARK, N. J.

SLINGERLANDS, N. Y., DECEMBER 7, 1910

GENTLEMEN—Prior to January 1st of the present year, I heard considerable about your Hen-e-ta grit food, but owing to your claim of doing away with green cut bone, beef scrap, grit, shell, charcoal, etc., I was somewhat skeptical regarding it. In fact, classed it with the many fake patent medicines which claim to cure anything from a headache to a corn.

In March I purchased 500 lbs. with a view of testing same thoroughly. At that time I had 75 birds in each of the six pens of my main laying house (photo above) which had been confined since Nov. 1st of the previous fall. As the snow had left the ground I was about to give them their usual free range of a 16-acre orchard. This I did with all but one pen (1 and 2-year-old birds) which I kept confined seven weeks longer to test the merits of your production. All of the birds in my five laying houses had before them in hoppers at all times grit, shell, charcoal, beef-scrap and a dry mash, the same as you recommend, only it did not contain the 150 lbs. of Hen-e-ta. In addition to this they had $\frac{1}{2}$ oz. per head of green cut bone at noon and were fed morning and night in deep litter alternating with wheat, cracked-corn, oats and barley.

The birds were given free range and feed continued as above with all but the one pen. This pen of 75 birds was kept confined and had the noon feed of green bone taken from them, the beef-scrap, grit, shell and charcoal were removed from the hoppers and replaced with Nos 1, 2 and 3 Hen-e-ta, and to the dry mash the right proportion of Hen-e-ta was added. I gave them two weeks to get used to this change and then kept a record of the number of eggs laid, which for the next five weeks did not go below 50 eggs per day. The best day the 75 birds laid 62 eggs and at the end of the seven weeks several of my neighbors and two breeders claimed the confined birds were in better condition than any of those on range. Following this the eggs from this pen ran from 92 to 98 per cent. fertile with hatches running as high as 87 per cent. strong chicks in my 250 egg size machines. I put 1800 "Hen-e-ta" chicks in my brooders and lost but 41 during brooder age. Ordinarily with the above number, I would feed during growth about three ton of chick feed. This year I fed less than 700 lbs. and that only to keep them busy scratching for exercise. They had instead before them in hoppers at all times. a dry mash of your formula with one compartment of the hopper filled with No. 1 and No. 4 (superfine) Hen-e-ta mixed. As they matured, cracked corn and clipped oats were substituted for chick-feed for exercise. My first Leghorn pullet of the above flock laid her first egg August 12th, just 4 months, 10 days old, and I now have several pullets weighing over $4\frac{1}{2}$ lbs. each, three a trifle over 5 lbs.—rather good for pure Leghorns.

In closing, I can only say that unless something better is put on the market, and I can prove to my own satisfaction that it is better, my flock of 1500 birds shall in the future be strictly Hen-e-ta fed.

With best wishes for the success of your product. I am

Gratefully yours,

C. A. HOUCK

THE IMPORTANCE OF PHOSPHORUS

In the Growth and Development of the Human Body and Brain

By E. J. FUCHS

NO NUTRIMENTS of any kind can be assimilated in the absence of phosphorus. PHOSPHORUS therefore *at once* becomes the most important factor in our daily diet. Eat as much as we can and like, we should collapse from starvation, were the phosphorus withdrawn from our daily food-stuffs.

ALL FOODS (milk, meats, cereals, vegetables and eggs) contain some phosphorus; but none of these contain enough phosphorus. To supply the system with sufficient phosphorus, would require the eating of such excessive quantities of these ordinary food-stuffs, that the very bulk of same would seriously impair digestion and deplete the average pocketbook!

HOW THEN can we supply this phosphorus, in wholesome, palatable and concentrated form, and without injury to health and purse? Here is *one* good answer;

"EAT PHOSPHATIC EGGS!"

A PHOSPHATIC-EGG is an egg laid by hens fed on "Hen-e-ta," along with their other rations. The edible portion of the ordinary good egg furnishes about 2% of phosphorus*; the "Hen-e-ta" egg has about 4% of phosphorus*!

GOOD COW'S milk contains four times as much phosphorus as good mother's milk; rabbit's milk contains five times as much phosphorus as cow's milk; hence, rabbit's milk contains twenty times as much phosphorus as mother's milk. A rabbit grows to maturity quicker than any known domestic animal, requiring less than a year.

A "Hen-e-ta" EGG contains 10 times as much phosphorus as rabbit's milk; or 50 times as much phosphorus as good cow's milk or 200 times more phosphorus than healthy mother's milk! Quite astonishing—*isn't it?*

THE DEVELOPMENT of the embryo-child in the womb already draws upon the mother for large quantities of phosphorus. A child of 10 pounds weight at birth has drawn upon its mother for far more phosphorus, than the system of the average woman can stand, without the danger of physical injury. It is therefore of the highest importance that those who are about to become mothers, should eat liberally of phosphatic-foods, especially of "phosphatic-eggs," or "Hen-e-ta" eggs!

THE MORE PHOSPHORUS in the system of the new-born child, the healthier, happier and stronger it already is, and the better a start in life it already has. The more phosphorus the child then continues to receive, whether in mother's milk (which will be correspondingly richer in phosphorus, if the mother partakes of "Hen-e-ta" eggs as part of her daily diet) or in cow's milk, or (later) in "Phosphatic or Hen-e-ta" eggs, the more rapid and perfect a growth will the child make towards maturity; the more brilliant an intellect will the child have, and, last, but not least, the less Doctor-bills will there be to pay!

AND, THE IMPORTANCE of phosphorus does not stop with the body-growth by any means. The working-portion ("gray-matter") of the brain requires constantly large amounts of phosphorus; not only for its original construction, but for the daily-repair of its broken-down cells; especially in those who are called upon to furnish the brains and "do the thinking" in this World. The nervous-system also contains large quantities of phosphorus, in form of lecithin, and the yolk of the egg is extremely rich in lecithin, a fatty compound of phosphorus.

THEREFORE, mothers and those about to become mothers; do not let your own system starve for want of the much needed phosphorus; do not let your unborn-child starve; do not let the brain and nervous system of yourself, your husband, your children starve and collapse from want of phosphorus! Eat liberally, and supply your family freely with the *NEW* kind of egg; the "Phosphatic-Egg," the "Hen-e-ta" egg! It costs no more than the common egg—furnishes about double the phosphorus of the common egg; is far more wholesome and palatable—*BUT* it cannot be produced, unless your poulterer feeds his hens

"HEN-E-TA" BONE-GRITS!

THE ONLY AND ABSOLUTELY sterile and germ-free "phosphatic-poultry-food" on the market. The hen craves for it; because nature tells her that she needs phosphorus, along with her other rations. Nature has provided the hen with the means of digesting and assimilating the inorganic phosphorus of the "Hen-e-ta" and of converting it into the ORGANIC phosphorus of the egg, as demanded by the human body!

THE MORE EFFICIENT a producer the mother (whether the human mother or the animal mother); and the more perfectly developed man or beast, in body and intellect, the higher must be the phosphorus-content of the daily food.

DELAY IS DANGEROUS! Our hospitals are filled with those, young and old, suffering from all sorts of bone-diseases, many of them brought about by early under-feeding of Calcium-PHOSPHATES; our Insane Asylums are over-flowing with unfortunates, the mind of many of whom might never have become impaired, had phosphorus in sufficient and wholesome form been timely supplied! "Rickets" and many other bone-ailments in children would be comparatively unknown, were the daily diet sufficiently rich in phosphates of lime (the chief constituent of most infants' foods recommended and sold for those suffering from "rickets" and similar troubles).

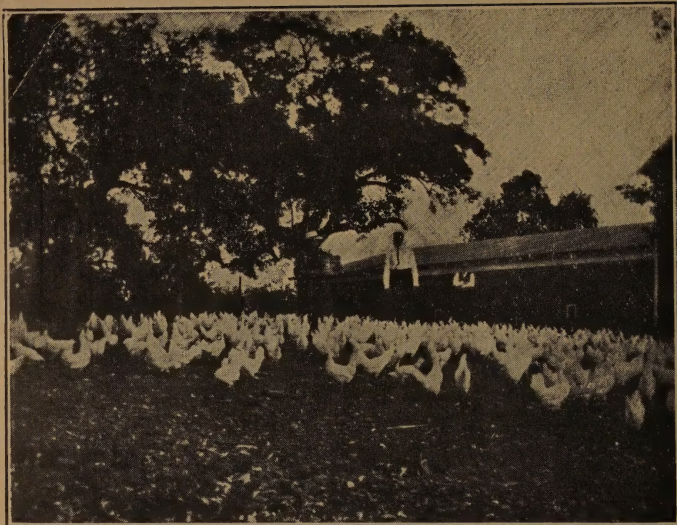
THE VERY STAMINA of the human race, whether from a physiological or intellectual standpoint, is largely dependent upon the amount of phosphorus in wholesome form, supplied to the body daily.

ALL GOOD MOTHERS and house-wives, and all those upon whom depend the preparation of our daily meals, will heed our warning and will insist that their grocer, their poulterer or other dealer, will furnish them only with

"HEN-E-TA" EGGS

which means with "phosphatic-eggs," so that by their use, the phosphorus-content of our daily-meals and consequently the EFFICIENCY of our daily foods, may be correspondingly increased; health and intellect promoted; disease and other ailments of body and mind reduced to a minimum!

*Dry Basis and calculated as P₂O₅.



555 HEN-E-TA RAISED PULLETS WHICH COMMENCED TO LAY WHEN
FOUR MONTHS, TEN DAYS OLD

Property of C. A. HOUCK, Slingerlands. N. Y.

SAVES ITS COST IN GRAINS

CLOVER HILL FARM

White Leghorns and Barred Plymouth Rocks

WOODVILLE, Pa., Sept. 18th, 1910.

HEN-E-TA BONE CO.,

DEAR SIR:—We cannot speak too highly of your most excellent "Hen-e-ta." It is all, and does all, you claim for it. We have one lot of chickens that fell off from an average of 45 eggs per day to 8, quite a drop. We fed "Hen-e-ta" as per your formula, and in less than 3 weeks the same lot of chickens were laying an average of 25 eggs per day, and this in face of the moult and broody hens. At the same time we figure that we save almost the price of "Hen-e-ta" in the saving of scratch-feed.

Wishing you every success, we are,

Yours very sincerely,

CLOVER HILL FARM,

W. R. Shephard. Mngr.